

## Electronic Acknowledgement Receipt

<b>EFS ID:</b>	9614149
<b>Application Number:</b>	10748682
<b>International Application Number:</b>	
<b>Confirmation Number:</b>	1976
<b>Title of Invention:</b>	System and method for delivering internet advertisements that change between textual and graphical ads on demand by a user
<b>First Named Inventor/Applicant Name:</b>	Ross Koningstein
<b>Customer Number:</b>	26192
<b>Filer:</b>	Michael P. Shepherd/Linda Quintana
<b>Filer Authorized By:</b>	Michael P. Shepherd
<b>Attorney Docket Number:</b>	16113-0632001
<b>Receipt Date:</b>	08-MAR-2011
<b>Filing Date:</b>	31-DEC-2003
<b>Time Stamp:</b>	17:22:57
<b>Application Type:</b>	Utility under 35 USC 111(a)

### Payment information:

Submitted with Payment	no
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### File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1		SuppAmendment.pdf	99948 3ac0427e1398ca6b55172ec63db276ebc7f2f20c	yes	21

	Multipart Description/PDF files in .zip description				
	Document Description		Start	End	
	Supplemental Response or Supplemental Amendment		1	1	
	Claims		2	20	
	Applicant Arguments/Remarks Made in an Amendment		21	21	
Warnings:					
Information:					
2	Transmittal Letter	IDS.pdf	62649	no	1
			b375557978c6b13f7b4f674f920ba1455dad1456		
Warnings:					
Information:					
3	Information Disclosure Statement (IDS) Filed (SB/08)	1449.pdf	90399	no	1
			239a06d3e7951039adb5d7ad4db590f110a83fed		
Warnings:					
Information:					
This is not an USPTO supplied IDS fillable form					
4	NPL Documents	Ref_IAB_NAI_Change_Tactics_ on_Ad_Targeting.pdf	104054	no	2
			e41d2253f05f2ac4c37a7cabd3fb4a63c10b7ded		
Warnings:					
Information:					
5	NPL Documents	Ref_NY_Times_online_ad_mod el_mimics_print.pdf	97509	no	2
			d747e43440a4b4ee11c923367b27a0d475cbb145		
Warnings:					
Information:					
Total Files Size (in bytes):			454559		

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**New Applications Under 35 U.S.C. 111**

**If a new application is being filed and the application includes the necessary components for a filing date (see 37 CFR 1.53(b)-(d) and MPEP 506), a Filing Receipt (37 CFR 1.54) will be issued in due course and the date shown on this Acknowledgement Receipt will establish the filing date of the application.**

**National Stage of an International Application under 35 U.S.C. 371**

**If a timely submission to enter the national stage of an international application is compliant with the conditions of 35 U.S.C. 371 and other applicable requirements a Form PCT/DO/EO/903 indicating acceptance of the application as a national stage submission under 35 U.S.C. 371 will be issued in addition to the Filing Receipt, in due course.**

**New International Application Filed with the USPTO as a Receiving Office**

**If a new international application is being filed and the international application includes the necessary components for an international filing date (see PCT Article 11 and MPEP 1810), a Notification of the International Application Number and of the International Filing Date (Form PCT/RO/105) will be issued in due course, subject to prescriptions concerning national security, and the date shown on this Acknowledgement Receipt will establish the international filing date of the application.**